



## **Social Commerce and Consumer Intention to Purchase Evidence from Popular Social Networks in Iran**



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### **Abstract**

The aim of this study is to investigate the relationship of consumer behavior in s-commerce by proposing a research model that incorporates various factors. To conclude, perceived usefulness and perceived enjoyment have a positive relationship with attitude. The proposed model that examines the mediating effects of attitude on variables. It is reported that perceived usefulness could be mediated by the effect of attitude, however, perceived enjoy fullness doesn't not. As with any study of this nature, a number of limitations have to be pointed out. The first limitation is the issue of generalization. Small sample size collected in this study lead to the poor-fit structural model. Thus, the findings must be interpreted with caution and cannot be conclusively used to generalize to all the consumer behavior towards s-commerce. The second limitation relates to the cross-sectional nature of the current study. Future research to investigate consumer behavior towards s-commerce by utilizing longitudinal methodology can be adopted. Also, variables such as trust could be added to capture more efficient results.

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### **1. Introduction**

Following the rapid development of Web 2.0, online shopping has become an important part of modern life (Fagerström and Ghinea, 2010). When consumers shop on e-commerce platforms, such as Amazon, eBay, and Taobao, they often comment on products and/or services after consumption, which helps other consumers collect product information. Nevertheless, it is sometimes difficult for consumers to trust the reviews on shopping platforms because merchants may provide mendacious information, e.g., inaccurate descriptions or sham comments (Kim and Song, 2005). Fortunately, this constraint may be alleviated using social network shopping platforms, as users in social networks are friends or indirect acquaintances. They share and communicate their purchasing and consumption experiences to obtain relatively real and accurate product information. Business activities conducted through social media are called social commerce (SC) or social shopping (Liang, Ho, & Li, 2012). Social commerce is a new expansion of e-commerce (Stephen and Toubia, 2010). Some empirical studies have compared relationships in social

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commerce and e-commerce (Huang and Benyoucef, 2013). In contrast, to date, there has been little research attention paid to the phenomenon of purchase intention in social commerce with new social features, such as social media and social business behaviors. Because of the lack of knowledge of these emerging commerce technologies in social media, it may be presumptuous to apply previous findings concerning e-commerce to social commerce.

Therefore, additional research efforts are needed to analyze and evaluate social commerce theoretically and empirically to advance our understanding of this important and expanding form of e-commerce. To address this deficiency, the present study investigates the design of a social commerce survey by identifying its two primary feature types, namely social features and commerce features. More specifically, social features usually include a social networking platform, users, and user-generated content (UGC) (Liang and Turban, 2011). Commerce features refer to product factors and the certification/guarantee of product/services by third-party organizations (Dimoka, Hong, & Pavlou, 2012). These two features are related to the two fundamental processes of social commerce. In terms of social features, UGC not only reflects the interaction among users but also aggregates critical information as a result of users sharing product information through the social networking platform. Moreover, the factors of products in business activity features represent the attributes of the product and sellers, i.e., the uncertainty in the product itself or the uncertainty in the seller's services. Third-party organizations provide certification/guarantee services for business activities. The goal of this study is to investigate the influence of features like UGC and product characteristics on user purchasing behavior in social commerce. This paper proceeds as follows. We next present a brief review of the literature on social commerce and the theoretical development of social support, the theory of consumer behavior, and the conceptualization of user content, product uncertainty, seller uncertainty, and third-party uncertainty. This is followed by the description of the research model and hypotheses in Section 3. The development of the research instrument and processes used in the empirical study are provided in Section 4. Section 5 reports the findings of the data analysis. Finally, we conclude with a discussion, as well as a presentation of the limits of this paper and future research directions.

Social commerce (s-commerce) is a new form of electronic commerce that involves using social media, an online media, that supports social interaction and consumer contribution to assist online buying and selling of products and services (Shen & Eder, 2011). E-commerce includes consumer ratings and reviews, consumer recommendations and referrals, social shopping tools (shared shopping online), forums and communities, social media optimization, social applications and social advertising (Qiu & Benbasat, 2009). Nowadays, most people have created their own account in the social media platform such as Facebook, Twitter and another social media link as a method of social interaction. Since social media have become readily accessible, more consumers use it as a source of information about companies, brands, products, and services (Zhou, Zhang, & Zimmermann, 2013). For this indication, e-retailers have implemented several social programs such as Social Media Commerce, Facebook Commerce Platform or other social networking as an effective medium for the distribution of their goods and services. E-retailers wish to take advantage of these social technologies and services to expand their businesses. In light of the importance of consumer behaviors, this study examines consumer behaviors of s-commerce by proposing a research model (Figure 1) that incorporates various factors. In particular, given the nature of social interaction and s-commerce, this study focused on the direct relationship among consumer behavioral through perceived usefulness and perceived enjoyment of s-commerce. In addition, this study also investigates the mediating role of consumer attitude in the relationship between perceived usefulness and perceived enjoyment towards consumer intention to use s-commerce. Furthermore, the moderator role of perceived social support on the relationship between perceived usefulness-attitude and attitude-intention was examined in this study as well. It is hoped that the findings of this study will help the marketer understand on the attitude of the consumer (buyer), how they perceive the usefulness of s-commerce, how to encourage their enjoyment and how they perceive social support factor that leads them to the intention to buy in s-commerce.

## *Literature Review*

### *a. Consumer behavior theory*

In order for a company to be successful, they must first understand consumer's purchasing behavior. Understanding your customer's behavior is important for any company, offline and online. E-commerce companies must understand which factors and aspects of their websites that have an influence on the consumer's purchase intention. Information, visual stimuli, and communication through signals can have a positive or negative effect on the consumers' willingness and desire to purchase (Fishbein, Bleakley, & Hennessy, 2012). The theory of reasoned action (TRA) was proven by Ajzen & Fishbein in 1975 and has successfully been used to explain human behavior (Armitage & Conner, 2001). The model suggested that attitude and subjective norms were strong indications of

intent, and in turn “intent” was the primary determinant of behavior (Sheppard, Hartwick, & Warshaw, 1988). Attitudes reflect the individuals’ feelings towards performing a specific behavior whereas subjective norms are the perception of influence from others. The TRA model proposed by Ajzen (1975) was tested and found useful in predicting behavioral intent and behavior, but only as long as the behavior was under full volitional control (Ajzen, 1991b). In 1985 Ajzen expanded the theory with the variable “Perceived behavioral control” and made the theory of planned behavior (TPB). This included beliefs that possession of resources and opportunities should impact the perceived control that the consumer has over the situation. Ajzen (1992) argued that the more resources and opportunities the consumer thinks he has, the greater the consumer perceives a sense of control over the situation (Ajzen, 1991a). If the consumer believes that he has little control over a situation because of the lack of resources, he will be less inclined to perform the behavior. This means, in regards to e-commerce that if it is considered to be a subjective norm or the consumer has a positive attitude towards shopping online and a sense of perceived behavioral control (i.e. the resources and opportunity to transact) then it is likely that he will make a purchase. When people have complete control and sufficient resources, intentions alone should be able to sufficiently predict behavior (Ajzen, 1991b). In a study with 602 online bookstore customers, Park (2003) investigated the relationship between various characteristics of online shopping and consumer purchasing behavior (Park & Kim, 2003). He found that the quality of information and the website design, along with signals of perceived security had a significant impact on the consumer’s commitment to the website, and in turn on their purchasing behavior.

George (2004) investigated consumer’s beliefs and perception about; internet privacy, trustworthiness, perceived control, expectations and its impact on purchase intentions. He found that customers with a general belief in the trustworthiness of websites and in their own abilities to shop on the internet were more likely to make future online purchases than those without such beliefs (George, 2004). Chen (2009) conducted a study on the antecedents of purchase intentions. He expanded the original model, theory of planned behavior (TBH) to include 10 more external antecedents as factors to explain online consumer behavior. The study was conducted with 288 college students who had previous online shopping experience. The results showed that perceived ease of use (PEOU) and trust were important antecedents in explaining online consumer behavior. Furthermore, he found that cost-reduction could have a positive influence on perceived risk and thus create positive attitudes toward online shopping.

b. *Social Media Marketing*

Social Media, is network and technology which used to create hot news by Internet users, then communicate and disseminate information each other. Social media marketing (SMM), also known as community marketing, is a kind of Internet marketing model, it points to achieve marketing objectives by participating in various Social media networks. Social media marketing tools generality includes BBS, microblogging, blog, SNS, pictures, videos and so on. The social media in the network marketing is mainly referred to the comprehensive site with characteristics of the network, its main characteristic is that content is mostly provided voluntarily by the user (UGC), and the user and the site do not exist a direct employment relationship.

c. *Perceived Usefulness*

Perceived usefulness is defined as „the extent to which a person believes that using a particular technology will enhance his or her transaction performance” (Davis, 1989). Perceived usefulness is the characteristic of capable of being used advantageously (Shin & Shin, 2011). Similarly, there is a strong direct relationship between perceived usefulness and attitude (Fazio & Zanna, 1981; Hossain & De Silva, 2009). Consumer perceived usefulness of the website from the influence of website satisfaction (Wixom & Todd, 2005). Hence, a good s-commerce website should provide relevance, accuracy, understanding and usefulness information for the consumer (Susser & Ariga, 2006). A website with good quality content can significantly influence the consumer attitudes and their interaction with s-commerce (Hasan & Abuelrub, 2011). Hence, the consumer will easily trust, satisfy and tend to buy from a website that provides complete information on a product or service. The consumer will make a better purchase decision and predicts the product satisfaction prior to actual purchase after they value the website information accurately (Hossain & De Silva, 2009). Besides that, perceived usefulness has a significant effect on customer satisfaction (Devaraj, Fan, & Kohli, 2002) and loyalty intention (Cyr, Head, & Ivanov, 2006) towards online shopping as well which leads to s-commerce usefulness. Marketers have grasp understanding that online service continuance is from the consumer perspective. Once a consumer perceived the usefulness of buying online, they will have the intention to adopt s-commerce in future. Therefore, it can be hypnotized as:

d. *Perceived Enjoyment*

Perceived enjoyment is defined as the extent to which the activity of using a computer system is perceived to be personally enjoyable in its own right, aside from the instrumental value of the technology (Shin, 2013). Perceived enjoyment plays an important role in forming online consumer satisfaction and continuance intention in s-

commerce (Hsu & Chiu, 2004; Huang & Benyoucef, 2013; Kang, Hong, & Lee, 2009; Lin, Wu, & Tsai, 2005; Thong, Hong, & Tam, 2006). Perceived enjoyment behavior only found after consumer making a purchase in s-commerce. The consumer will not found the feeling of enjoyment if they never have any experience in purchasing a product from s-commerce. In this regard, Nah, Eschenbrenner, and DeWester (2011) reported that perceived enjoyment on a brand experience in the virtual world predicts the intention to engage with the brand offline. Moreover, some consumers are satisfied with the online shopping experience as compared to offline shopping because the advantages they received in terms of time and cost. A satisfied customer that obtains pleasure from both material and emotion in s-commerce (Jarvenpaa & Todd, 1996) will encourage their repeat visits. The interactive s-commerce website contributes to perceived enjoyment in s-commerce as well. Consumers will perceive the enjoyment if they are satisfied with the system performance of the website (Huang & Benyoucef, 2013). The interactive s-commerce website allows an individual to send an internal message to friends, knowing the new friend's background information, their interest, share photos, and videos. Consumer will effectively found that this website is more enjoyable and find the opportunity to use this site as a link to spread their business.

e. *Attitude*

Eagly & Chaiken (1993) argue that attitude is a psychological tendency which is shown in the evaluation of certain entities with some degree of favor or disfavor. This psychological tendency inherently exists in every individual in the form of evaluation covering all types and categories of evaluation, both overt and covert, or in cognitive, affective and conative forms. Shook & Bratianu (2010) state that one forms one's attitude based on one's beliefs in the possible outcomes. The more favorable the possibility is, the stronger the intention to do the behavior will be, and vice versa: the less favorable the outcome possibility is, the weaker the intention to do the behavior will be.

Attitude is the way a person think or feel about someone or something, then it reflected in a person's behavior. Attitude can influence how a person evaluates s-commerce and their acceptance of s-commerce. According to Castaneda, Munoz-Leiva, and Luque (2007), a user that reflect positive feelings or attitudes toward s-commerce is more likely to begin and continue buying from the Internet. Attitude has become one of the key variables of s-commerce acceptance (Chen & Tan, 2004; Richard, 2005). Consumer acceptance on s-commerce is influenced by previous experience (perceived usefulness) and user interest (perceived enjoyment). There is a strong direct relationship between perceived usefulness and attitude (Fazio & Zanna, 1981; Hossain & De Silva, 2009). Purchasing experience in s-commerce will affect a consumer attitude and behavior since the consumer always concerns about their experience when making a decision to purchase. Consumer experience considerably conditions their decision-making process (Hutchinson, 1983) and influences their perceptions, attitudes, and behaviors (Montoya-Weiss, Voss, & Grewal, 2003; Sheth & Parvatiyar, 1995). A consumer who had obtained purchasing experience in s-commerce tends to trust the site and easily repeat their purchasing behavior with less uncertainty (Gefen, Karahanna, & Straub, 2003). Hence, perceived usefulness increasingly affects consumer attitude and, therefore, it strengthens the intention to perform a greater number of transactions in the future (Taylor & Todd, 1995). S-commerce website system functions such as share links, quick access to products, help option designs, feedbacks, and rating reviews are likely to increase consumer perceived enjoyment on s-commerce and change their attitude on s-commerce site which encourages their intention to use s-commerce in the future (Grange & Benbasat, 2010). According to Constantinides and Fountain (2008), perceived usefulness and perceived enjoyment dramatically motivate consumer attitude and loyalty towards s-commerce.

## 2. Research Methods

This chapter represents the methodology used in this empirical study, will be discussed. The research approach, namely the deductive approach, the reason for using this approach and sample of the study will be presented as well. Furthermore, data collection procedure, the structure of the questionnaire and data analysis will be explained as we go further in this chapter.

### 2.1 Quantitative Method

Quantitative research is the act of collecting numerical data to explain phenomena and analyzing it by mathematical methods (Aliaga and Gunderson, 2000). In addition, this study has an objective and positivists view toward the problem, means that the researcher tries to uncover the truth that already exists and the relationships are cause and effect based. The research is conclusive in its purpose and the aim is to reach recognition of commonality of the

phenomenon by looking to a larger population. Therefore, the study attempts to use a quantitative method since it does not limit the number of participants in the research and is quite flexible.

The first step in conducting a research is to explain qualitative or quantitative phenomena. Actually, the purpose of each research is to explain a phenomenon and give some reasons for it as in this study hypotheses are developed according to the discussion in the literature review.

The second step is to collect the numerical data. Although data is not always in the numerical form, it does not limit the quantitative research, in fact, there are very limited numbers of a phenomenon that occurs in numerical form. Moreover, it is possible to design the research in the way that it can be converted to the numerical form by assigning a number to each statement or rating them. This method is applied in the study by questionnaire rating scale (Likert scale).

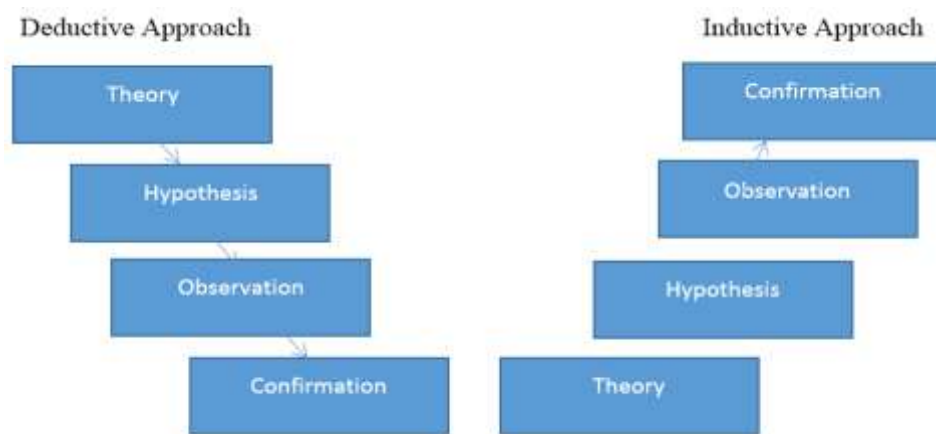
The final step is to analyze data with mathematically based methods, which in this study is SPSS. The reason that most of the researchers avoid quantitative method is the mathematical base of the method, which seems complicated and needs skills but also computer soft wares allow researchers to analyze the data quickly (Cohen, L., Manion, L. & Morison, K., 2000).

## 2.2 Deductive Approach

It is significantly important to determine which approach is implemented in conducting a research. According to Babbie (2010), scientific inquiries usually struggle among two different alternatives of conducting the study: Inductive and deductive approaches which both approaches take observation and logic into consideration.

A deductive approach which is also known as the Top-down approach will test the theory and is described as the arguments, which are based on Accepted principals and proved law and rules, moves from general to specific facts thus it is focused on causality. The conclusion follows from hypotheses and these approaches are associated with quantitative studies (Burney, 2008). The deductive approach tends to test the developed hypotheses based on experimental observations as it produces specific facts from general discussions.

In contradiction, Inductive approach begins with specific and ends into general facts. This approach is associated with qualitative studies and aims at finding new phenomena or investigating previously studied facts from a very different perspective (Burney, 2008). It should be mentioned that not all qualitative studies tend to use an inductive approach. The differences between these two methods are more obvious in Figure 1.



Source: Barney, 2008

Figure 1. Deductive Approach versus Inductive Approach

Based on before mentioned discussion and what has been explained in previous chapters, this study uses a deductive approach and tests the hypothesis presented in the conceptual model. According to Raulin (1993) the constructs, assist the researcher to develop and test deductions from constructs. Deductions will be tested empirically through the study hence provide the support for theory (Graziano, 1993).



### 2.3 Sampling Method

Sampling is the act of selecting a subset of individuals from a population and hopefully representative of the characteristics to determine the truth about the whole population. The benefit of sampling is that it saves resources such as money and time and produces accurate results that can be calculated mathematically ([Robert M. Groves, et al. 2000](#)). There are two different type of sampling method namely Probability (representative) and non-probability, whilst in probability sampling, all the units participating in the sample have the probability of being selected in the sample. It is important to understand that not everybody has the same probability of participating in the sample but each person's probability is defined. This kind of sampling allows the researcher to produce unbiased and valid data, as the sample is representative of a broader population.

Probability sampling methods comprise three sub-categories namely:

- a) Random Sampling
- b) Systematic Sampling
- c) Stratified Sampling

Non-probability sampling is described as any kind of sampling that not all the participants have the probability of selection or their probability weight is not defined. Since the sampling population is chosen with a non-random manner, the calculation of sampling errors is difficult. Accordingly, it is not obvious that how much information the sample data can provide about the whole population because in this method some units of the sample do not have the chance to enter the sampling pool, thus when information about the relationship between sample and population is limited it is impossible to reach from sample data to the population. A probability design can turn into non-probability if there are nonresponse effects.

- a) Convenience sampling
- b) Judgment Sampling
- c) Quota Sampling
- d) Snowball Sampling

This study tends to use convenience sampling also known as accidental sampling, which is a type of non-probability sampling by focusing on units of the population, who are available and easy to reach. Although it is more favorable to use a probability sampling, it is difficult to achieve especially in the hospitality industry. Limitation in time and money and ethical considerations are the main obstacles in arranging a probability sampling ([Altinay & Paraskevas, 2008](#)). The selection of the sample population is based on their convenient accessibility. One problem associated with this sampling method is that the researcher cannot generalize the result of the study because he/she does not have any control over the representativeness of the sample ([Altinay & Paraskevas, 2008](#)).

### 2.4 Pilot Study

A pilot study is a small-scale test conducted to determine the feasibility, time, cost, and size of the influence, in order to find an appropriate sample to enhance the study design before the full-scale quantitative research ([Lippincott Williams & Wilkins, 2007, p.168-169](#)). The purpose of the pilot study is to avoid the waste of resources such as money and time on not appropriate designed studies. The participants in the pilot study are some relevant units of the sample population but not those who finally will be part of the final sample and they will be later eliminated from the sample because their behavior may be altered in a large-scale research. The pilot study will provide some valuable insights into the limitations and missing parts of the study so the large-scale experiment, which is more expensive, can be improved. This study was pilot tested with a judgmental sample of students and adults. 25 questionnaires are distributed among them of different ages and genders.

### 2.5 Measurement and Data Analysis

This study tends to use Liker scales because they are much easier for the respondent to fill in and they are simple and easy to be assessed and analyzed. According to [Schiff man \(2008\)](#), in contradiction with semantic differential scales that consumer place their evaluation on assumption of what each number in the scale means, Liker scales give some information for each of numbers in the scales, as the result consumers are exactly aware of what they are selecting.

In this study five-point, Liker scales are used in questionnaires, from (1) completely disagree to (5) completely agree.

The process of data analysis comes after data collection procedure; to examine quantitative collected data this study uses SPSS (Statistical Package for the Social Science).

## 2.6 Regression Analysis Model

Regression analysis is a procedure in which the researcher can evaluate the relationship between constructs. Multiple regression analysis is used in this study to define the relationship between different dependable and independent variables and to explain the relationship between each independent and independent construct.

## 2.7 Model and Hypothesis

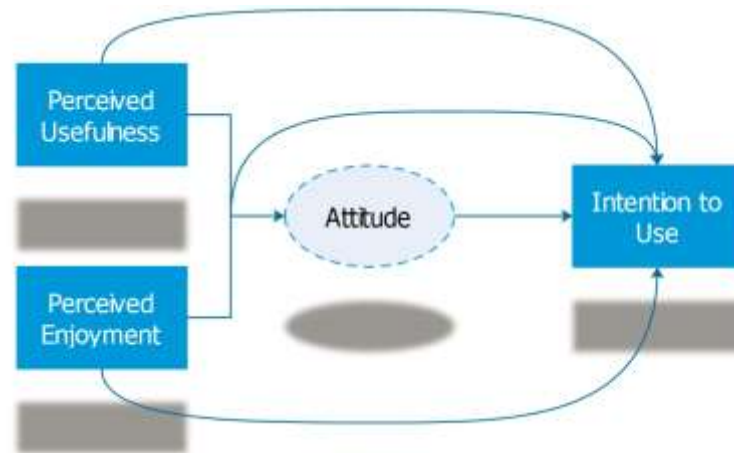


Figure 2. Model and Hypothesis

*H1:* Perceived usefulness will be a positive predictor of Intent.

*H2:* Perceived enjoyment will have a positive relationship with intent.

*H3:* Attitude will mediate the relationship between perceived usefulness and intention to use.

*H4:* Attitude will mediate the relationship between perceived enjoyment and intention to use.

Table 1  
Social Media enables me to discover new products

Variable	Items	Abbreviation
Perceived Usefulness	Social Media enables me to discover new products and get shopping idea more quickly.	PU1
	Instagram increases my productivity in discovering products and Getting shopping ideas.	PU2
Perceived Enjoyment	I had fun using	PE1
	I found my visit to the application interesting.	PE2
Attitude	I often like to talk with other online shoppers about mutual opinions And experiences.	A1
	I often try to find out what other online shoppers think who face Similar problems as I face.	A2
	I find online product reviews helpful.	A3
Intention to Use	I am very likely to use Instagram in the future to discover new Products.	I1
	I am likely to actually purchase products I found on Instagram.	I2
	I will recommend Instagram to others	I3

### 3. Results and Analysis

During the previous chapters, the study tried to describe the different methods and techniques used by the study. Design of the questionnaire and scale were discussed. This chapter, however, focuses on the empirical results obtained from the collected data. Reliability Test For this study Cornbrash's alpha is used to test for reliability. According to Nunnally (1978), the interval of the coefficient changes from 0 to 1. If the coefficient is greater or equal to 0.7, the sample is considered to have internal consistency among measures (Nunnally, 1978). When the coefficient is acceptable, the scale considered to not suffer from random error (Churchill, 1979). The current study is utilized IBM SPSS to run the test. Results are shown in the following table. Since the coefficient is greater than 0.7 (0.749) the value suggests that the scale and items chosen for the research have high internal consistency. It could be said that the scale does not suffer from random error and has internal consistency.

Table 2  
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.749	4

#### *Regression and Correlation*

##### *a. Correlation*

It is common that before running the regression, a correlation matrix is conducted to observe the correlation between variables and if these correlations are statistically significant. The reason behind running a correlation before regression is that, through this procedure, the interdependency of the variables are tested. The results of the matrix are illustrated in the following table. The table consists of three important items, mean, standard deviation and correlations between variables.

Table 3  
Correlations

		PU	PE	INTENT	AT
PU	Pearson Correlation	1	.508**	.339**	.373**
	Sig. (2-tailed)		.000	.000	.000
	N	123	123	123	123
PE	Pearson Correlation	.508**	1	.334**	.733**
	Sig. (2-tailed)	.000		.000	.000
	N	123	123	123	123
INTENT	Pearson Correlation	.339**	.334**	1	.276**
	Sig. (2-tailed)	.000	.000		.002
	N	123	123	123	123
AT	Pearson Correlation	.373**	.733**	.276**	1
	Sig. (2-tailed)	.000	.000	.002	
	N	123	123	123	123

The correlation could also be used for when there is a mediation. According to Baron-and-Kenny's approach in order to test for a mediation effect, the relation must be significant among them. As it is shown in the table above, all the variables are significantly correlated. Hence both regression and mediation effect could be tested. As it known, regression tries to explain the dependency of a dependent variable to a number of independent variables. To test the relationship between variables and regressing them, the study has chosen the hierarchical regression. In this type of regression, variables are put in to order due to the priority that the researcher determines. The approach



gives enhances the researcher to check the relation of a control variable to another or a group of variables (Bryk et al. 2002).

#### b. Regression

The study has conducted different linear regression based on the different variables used. The first regression formula is as follow:

$$1. \text{INTENT}_i = \beta_0 + \beta_1 \text{PU} + \beta_2 \text{PE}$$

The results for this equation is as follow:

Table 3  
Regression without mediation effect

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.430		2.676	.008
	PU	.298	.127	.228	2.336	.021
	PE	.211	.094	.218	2.235	.027

a. Dependent Variable: INTENT

As it is shown in the table above, both independent variables are positively significant at %5. Perceived usefulness is positively significant at %5 with beta valued at 0.228. This means that by keeping all other variables constant, by an increase of unit in perceived usefulness, intent to purchase products or services social media is likely to increase by %22.8. On the other hand perceived joyfulness is also positively significant at %5 with beta valued at 0.218. This means that by keeping all other variables constant, by an increase of unit in perceived joyfulness, intent to purchase products or services through social media is likely to increase by %21.8.

Hence, according to the regression results, hypotheses H1 and H2 are accepted.

The second regression formula which tests for the PU and AT is as follow. This equation tests for the mediatory effect of attitude on perceived usefulness. According to the correlation matrix since the correlation is significant between the below three variables, the regression could be conducted.

$$1) \text{INTENT}_i = \beta_0 + \beta_1 \text{PU} + \beta_2 \text{AT}$$

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.126	.438		2.572	.011
	PU	.358	.119	.274	3.006	.003
	AT	.153	.080	.174	1.905	.059

a. Dependent Variable: INTENT

As it is shown in the table above, both the independent variable and the mediatory variable are positively significant at %5 and %10, respectively. Perceived usefulness is positively significant at %5 with beta valued at 0.274. This means that by keeping all other variables constant, by an increase of unit in perceived usefulness, intent to purchase products or services social media is likely to increase by %27.4. When the mediator was not present the beta was %22.8 and after the mediator added to the equation, beta increased by almost %5. This means that Attitude is a full mediator on the relationship between perceived usefulness and intent to purchase. Hence H3 is supported.

The third regression formula which tests for the PE and AT is as follow. This equation tests for the mediatory effect of attitude on perceived joyfulness. According to the correlation matrix, since the correlation is significant between the below three variables, the regression could be conducted.

$$2) \text{ INTENT}_t = \beta_0 + \beta_1 \text{PE} + \beta_2 \text{A}$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.874	.297		6.313	.000
PE	.275	.122	.285	2.255	.026
AT	.059	.111	.067	.534	.594

a. Dependent Variable: INTENT

Since the attitude is not significant it could be said that attitude does not mediate PE in relation to intent. Hence H4 is rejected.

#### 4. Conclusion

The aim of this study is to investigate the relationship of consumer behavior in s-commerce by proposing a research model that incorporates various factors. To conclude, perceived usefulness and perceived enjoyment have a positive relationship with attitude. The proposed model that examines the mediating effects of attitude on variables. It is reported that perceived usefulness could be mediated by the effect of attitude, however, perceived enjoyment fullness doesn't not. As with any study of this nature, a number of limitations have to be pointed out. The first limitation is the issue of generalization. Small sample size collected in this study lead to the poor-fit structural model. Thus, the findings must be interpreted with caution and cannot be conclusively used to generalize to all the consumer behavior towards s-commerce. The second limitation relates to the cross-sectional nature of the current study. Future research to investigate consumer behavior towards s-commerce by utilizing longitudinal methodology can be adopted. Also, variables such as trust could be added to capture more efficient results.

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The author(s) declared that (s)he/they have no competing interest. The study was financed by the author.

#### *Statement of authorship*

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

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